

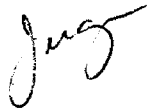
**CITY OF MIAMI BEACH**  
**Office of the City Manager**  
Letter to Commission No. 090-2004

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**To:** Mayor David Dermer and  
Members of the City Commission

**Date:** April 23, 2004

**From:** Jorge M. Gonzalez  
City Manager



**Subject: Summer 2004 Recreation Review Magazine**

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It is with a great deal of pleasure and pride that I present you with an advance copy of the Summer 2004 **Recreation Review** Magazine. It is planned that residents will receive the magazine in their regular mail by the end of April.

The Summer 2004 **Recreation Review** Magazine illustrates continuing growth in providing excellent customer service and responds directly to issues raised in both the Parks & Recreation Blue Ribbon Citizens' Committee Report and in customer focus groups. This is the third consecutive issue to be mailed directly to more than 56,000 Miami Beach households, and for which we have accepted appropriate advertising to help offset increased costs to print and distribute the magazine.

The Summer 2004 **Recreation Review** Magazine expanded to 28 pages (from the original 20 pages) to provide space for summer Parks & Recreation programming and to deliver the approximately \$17,000 in advertising sales for the issue. The summer issue is the most heavily read of the three editions we publish annually. The other issues are mailed to residents' homes during August and December.

JMG:RYM:123  


c: Robert C. Middaugh, Assistant City Manager  
Kevin Smith, Parks & Recreation Director  
Julio Magrisso, Assistant Parks & Recreation Director  
John Oldenburg, Assistant Parks Director

